



California Public Utilities Commission

505 Van Ness Avenue, San Francisco, CA 94102

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Media Contact: PUC Press Office, 415.703.1366, news@cpuc.ca.gov

PUC Seeks Proposals For Statewide Marketing And Outreach For Energy Efficiency

The California Public Utilities Commission (PUC) is soliciting proposals from investor-owned utilities (IOUs) and interested third parties to undertake statewide marketing/outreach for energy efficiency in 2003. The Commission may consider allocating as much as \$20 million to these programs, depending on the quality of the proposals received.

The Commission will continue to fund energy efficiency programs in the same categories as previously determined: statewide and local programs offering energy-efficiency services in the areas of residential retrofit, residential new construction, nonresidential retrofit, nonresidential new construction, and cross-cutting programs.

The Commission is seeking program proposals that maintain a consistent, statewide message through a mass-market advertising campaign. These programs may include information campaigns capitalizing on the success of the state's Flex Your Power campaign. The proposed programs should continue statewide messages on simple things individual consumers can do to reduce their bills and the risk of rolling blackouts, and/or increase consumer awareness of and participation in the statewide programs available to them. They should also focus primarily on an energy-efficiency message rather than a conservation message that largely advocates behavioral changes to save energy. The message should persuade consumers to make permanent changes to their homes and businesses so that energy savings are not dependent on behavior once the energy-efficiency measures are installed.

In addition to marketing and outreach efforts for statewide programs, program proposals may also include activities designed to advertise and provide information regarding third-party local programs available in various IOU service areas. An example of such an activity might be an energy-efficiency hotline number included in all statewide outreach/marketing advertisements

that would provide answers to customers about Public Goods Charge (PGC)-funded energy-efficiency programs available in various areas of the state.

There will be no limit on the number of program proposals or the value of the funding requests submitted by one entity.

Statewide programs should be uniform, with consistent terms and requirements, i.e., identical application procedures, financial incentives, and other program implementation details, throughout all the IOUs' service territories. The IOUs may continue their 2002 local programs into 2003 if they can demonstrate those programs are successful and that demand for the services they offer still exists at a high level.

At this time, the Commission is not soliciting additional local program proposals from third parties because the third party local programs the Commission funded this year extend through 2003.

Schedule of Deadlines

IOUs to file program plans for 2003	November 4, 2002
Parties' comments on IOU program plans	November 15, 2002
Any party to file comments on process set forth in this ruling	November 15, 2002
Parties' reply comments on IOU program plans	November 22, 2002
IOUs and third parties to file proposals for statewide marketing and outreach programs	December 2, 2002
Parties' comments on statewide marketing and outreach program proposals	December 16, 2002
Parties' reply comments on statewide marketing and outreach program proposals	December 23, 2002

The complete guidelines for submitting proposals can be found at:
<http://www.cpuc.ca.gov/static/industry/electric/energy+efficiency/rulemaking.htm>.

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